



Bike lockers provide total protection for bicycles and are desirable for locations where bikes will be stored for more than a few hours

Bicycle Recommendations

Bicycle Policies

- Requiring bike racks in new residential developments.
- Enforce current requirements for bicycle racks in commercial developments.
- Continue to implement the Atlanta Commuter On-street Bike Plan.

Bicycle Projects

- Install bike lanes on North Avenue. (PT-23)

This can be accomplished by narrowing North Avenue from six to four lanes with a center turn lane/median and bike lanes between Piedmont Street and the Belt Line rail bridge. Under the bridge a bikeable outside lane could be provided, while east of there a bikeable shoulder could be used.

- Provide bike lockers at the North Avenue MARTA station. (PT-19)
- Open a bicycle and pedestrian connection from Midtown Place shopping center to Midtown Promenade. (PT-15)

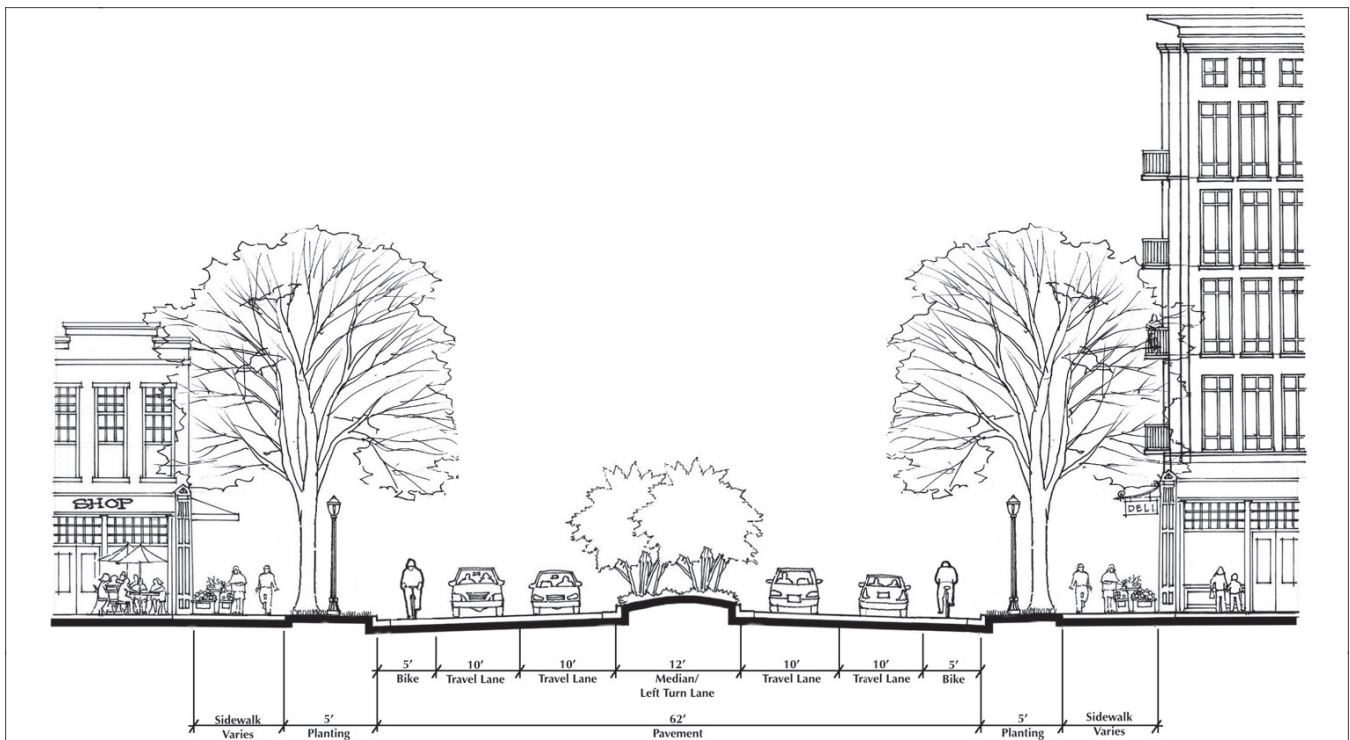


Figure 3.11: Recommended North Avenue section, between Piedmont Avenue and the Belt Line bridge



Gas stations are appropriate uses for Ponce de Leon Avenue, but their current form is not



This California gas station is built to the corner with pumps behind and street-oriented retail on the sidewalk



Historic apartment buildings should be preserved

Land Use Recommendations

Ponce de Leon Avenue was historically defined as a mixed-use corridor featuring nodes of commercial uses separated by areas of single-family or multifamily residential. This land use pattern should serve as the foundation for future development, with a general decrease in density and building scale from west to east.

Regardless of scale, future land uses should be more pedestrian-oriented and urban than the auto-oriented, suburban-style land uses found along much of the corridor today. They should also be planned to avoid negative impacts on neighborhoods and historic resources.

Due to the length of the avenue, land use recommendations are divided into sectors.

Corridor-wide Recommendations

Land Use Policies

- Preserve neighborhoods and protect them from inappropriate commercial and multifamily encroachment.
- Preserve historic resources.

Please see Urban Design & Historic Resources Recommendations for buildings that should be preserved.

- Preserve civic, religious and residential land uses.
- Recognize that some auto-oriented uses are appropriate for the avenue, but their form must be pedestrian-oriented.
- Support a range of housing options along the avenue for those of different ages, incomes and lifestyles.
- Concentrate commercial and mixed-uses to nodes.
- Require new development, regardless of use, to be pedestrian-oriented.
- Amend the City of Atlanta 15 Year Future Land Use Plan to support the land uses recommendations contained herein.
- Rezone portions of the corridor to support the recommendations contained herein.



Historic apartment buildings, such as the Ponceana, are valuable assets to Ponce de Leon Avenue's West Sector and must be protected



This open space should continue to be accessible to the public

West Sector (Peachtree Street to Ponce de Leon Court)

The West Sector should represent the highest intensity sector of the avenue, consistent with current land use patterns. Recommendations for this sector are intended to ensure that the history of this portion of Ponce de Leon Avenue is preserved, while supporting increased open space and market-viable infill.

Land Use Policies

- Reinforce mixed-use nodes at:
 - Peachtree Street
 - Boulevard/Monroe Drive (see next page for concept)
 - Penn Avenue
- Provide primarily multifamily uses between nodes, with limited ground floor retail uses.
- Limit building height to 7 stories or 85 feet east of Juniper Street.
- Encourage property owners to establish new parks or publicly accessible open spaces at:
 - At the western half of the Peters Mansion
 - In front of Y'aarab Temple
 - At Argonne Avenue
- Preserve the Krispy Kreme building and use.

Figure 3.12: West Sector Recommended Land Use Map



Ponce de Leon Avenue at Boulevard/Monroe Drive Concept Plan

The intersection of Ponce de Leon Avenue with Boulevard/Monroe Drive represents a tremendous opportunity to change the face of Ponce de Leon Avenue. Once a pedestrian-oriented commercial node, the intersection of these two important Atlanta arterials is today marked by auto-oriented land uses, including gas stations, fast food, and drive-through banks. Furthermore, the public realm is so thoroughly degraded by visual clutter, pedestrian-hostility and a general state of neglect, that the intersection has become an epicenter for prostitution and other illegal activities.

The community strongly desires to transform this high visibility intersection from one of the avenue's greatest liabilities, to one of its greatest assets. The concept plan below represents just one possibility for how this transformation could look. It includes new mixed-use buildings, preserved historic and civic structures, improved streetscapes, and a pedestrian-friendly gas station, complete with rear pumps and a sidewalk-oriented convenience retail component.



Figure 3.13: Ponce de Leon Avenue at Boulevard/Monroe Drive concept plan



The use and scale of this condominium are appropriate for the Central Sector, but its first floor, which fronts the street with parking, is not



Historic apartment buildings on the avenue front the sidewalk with doors and courtyards, not parking

Central Sector (Ponce de Leon Court to Freedom Parkway)

The Central Sector should develop as a mixed-use node focused around the Belt Line transit greenway. To this end, recommendations are intended to encourage the redevelopment potential that this section of the corridor comprises.

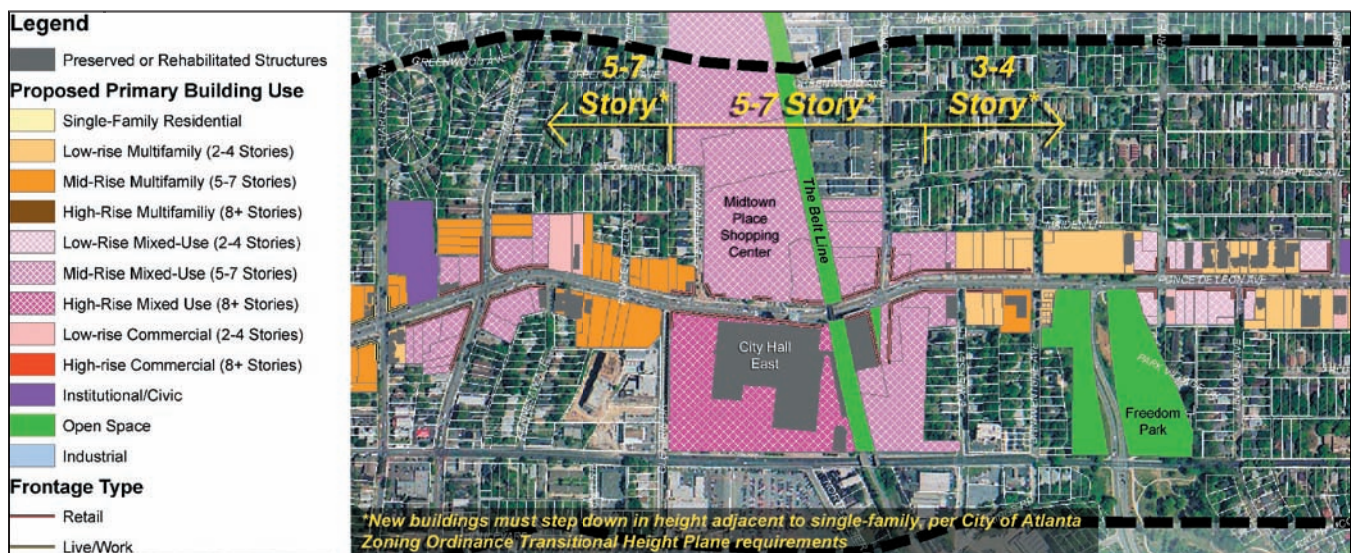
Land Use Policies

- Reinforce a mixed-use node at the Belt Line/City Hall East.
- Support the mixed-use redevelopment of City Hall East.
- Encourage the redevelopment of the Kroger shopping center and nearby commercial uses into mixed-uses.

While the center is likely to remain for some time, short-term improvements should be undertaken to improve its consistency with the vision for the avenue. A tree-lined concrete walkway should be provided through the parking lot to connect to the street or the Ford Factory Lofts walkway. New oak, maple or elm trees should be planted in the parking lot, and current signage should be replaced with a brick monument style sign to match adjacent buildings. A 24 to 36 inch high brick wall could also be provided on Ponce de Leon Avenue to screen parking and continue the street edge.

- Limit buildings to 7 stories or 85 feet west of Belt Line and in mixed-use areas, with the exception of City Hall East.
- Limit building heights to 3 to 4 stories or 52 feet in other areas.
- Support open space initiatives along the Belt Line.
- Support the North Avenue Park proposal.

Figure 3.14: Central Sector Recommended Land Use Map





If this Publix is redeveloped, it should be moved to the street, with parking behind or below, and incorporated into a primarily residential building



This Florida Publix fronts the sidewalk

East Sector (Freedom Parkway to Moreland Avenue)

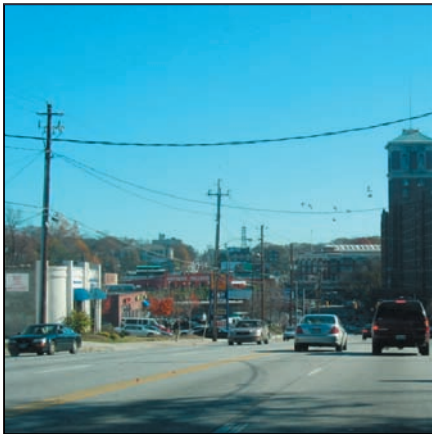
The East Sector of Ponce de Leon Avenue should be the least intense, most residential portion of the corridor. The existing residential character should be preserved and enhanced, while new development should not overwhelm adjacent neighborhoods.

Land Use Policies

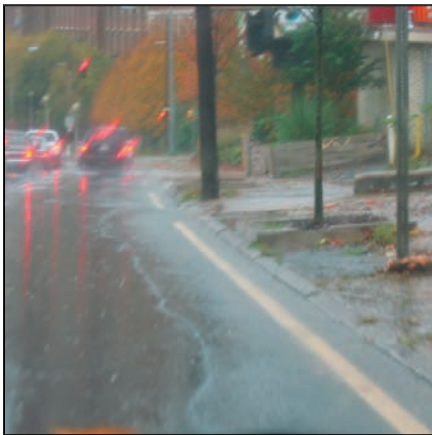
- Reinforce mixed-use nodes at:
 - Barnett Street
 - North Highland Avenue
- Retain the gas station at Moreland Avenue, but support its redevelopment to a pedestrian-friendly model.
- Protect the historic Druid Hills neighborhood.
- Protect the residential character on the north side of the avenue within the Atkins Park neighborhood (between North Highland Avenue and Briarcliff Road).
- Protect the residential character on the north side of the avenue within the Virginia-Highland neighborhood.
- Protect the historic neighborhood commercial character along Highland Avenue within the Poncey-Highland neighborhood.
- Limit building heights to 3 to 4 stories or 52 feet along the avenue, with the exception of the existing Briarcliff Hotel.

Figure 3.15: East Sector Recommended Land Use Map





Utilities should be buried as part of redevelopment that occurs prior to the streetscape project



Curbs must be raised to prevent flooding of the sidewalk and improve roadway drainage

Environment, Infrastructure, and Facilities

The overall goals for Ponce de Leon Avenue include ensuring adequate infrastructure to support future development, creating a safe environment, and increasing green space.

Environment, Infrastructure, and Facilities Policies

- Require new development to bury utilities, unless economically prohibitive.

The planned streetscape includes buried utilities. Private sector development prior to the streetscape project should reflect this. If utilities cannot be buried due to cost, all developments must include three buried conduits under the sidewalk for future corridor-wide buried utilities and front-loaded electrical meters and building access. This will allow underground utilities to be installed without removing the entire privately-funded streetscape.

- Encourage GDOT to work with the City of Atlanta to ensure that roads are milled prior to repaving.
- Ensure that all areas of the City provide their share of social services to avoid concentrations on Ponce de Leon Avenue.
- Support existing social service providers in their efforts to help Atlanta's needy in a pro-active and dignified manner.
- Support and grow existing neighborhood watch programs.
- Support private efforts to establish parks at the Peters Mansion, Argonne Avenue, the Y'aarab Shrine Temple, North Avenue Park and the Belt Line.

Environment, Infrastructure, and Facilities Projects

- Mill street and replace and/or reset curbs along the corridor. (PT-1, PT-2, PT-3, PT-4, PT-12)



Figure 3.16: Areas that need replacement curb and gutter are indicated in blue



Buildings should orient themselves towards parks and plazas

Locations include: at the intersection of Monroe Drive and Ponce de Leon Avenue – 400 feet North-South on Monroe; along Ponce de Leon Avenue from Ponce Place to Freedom Parkway – a 1,140 feet section; at the intersection of North Highland Avenue and Ponce de Leon Avenue – a 400 feet section on Ponce de Leon Avenue; and along Ponce de Leon Avenue from Seminole Avenue to Briarcliff Road – a 600 feet section.

- Provide an Atlanta Police Department precinct or mini precinct in the redevelopment of City Hall East or nearby on the avenue. (PO-6)

Urban Design & Historic Resources

Building on land use and other policy recommendations, urban design and historic resources policies are intended to preserve and enhance Ponce de Leon Avenue's sense of place while creating spaces that encourage human interaction and promote civic identity. More specifically, the goals for Ponce de Leon Avenue include identifying and preserving historic resources and utilizing redevelopment to mend the urban fabric.

Urban Design and Historic Resource Policies

- Work with property owners to designate the following buildings as Landmark Buildings under the City's Historic and Cultural Conservation Districts ordinance: (PO-7)
 - The Ponceana
 - Mary Mac's Tea Room
 - The Massellton
 - Grace United Methodist Church
 - The Abbey Restaurant
 - Three apartment buildings at Durant Place
 - Apartment building at the northeast corner of Ponce de Leon Avenue and Parkway Drive
 - City Hall East
 - Ford Factory Lofts
 - Claremont Hotel
 - Briarcliff Hotel
 - Druid Hills Baptist Church
 - Druid Hills Presbyterian Church
 - Briarcliff Plaza



The Briarcliff Hotel



The Ford Factory Lofts



Mary Mac's Tea Room



These commercial Chicago buildings line up to form a wall of buildings

- Homes along the north side of the avenue between North Highland Avenue and Briarcliff Road
- Support variations of zoning open space requirements for buildings over 50 years old to support their reuse.
- Prohibit EIFS (fake stucco) along the first three floors of street-facing facades.
- Require new development to utilize the basic urban design standards contained in the *City of Atlanta Urban Design Policy* and codified in the *Quality of Life Zoning Districts*.
- Provide a knee wall, fence, hedge or curb at the back of the required sidewalk in residential areas to provide a boundary between the public and private realms.
- Provide buildings that create a pleasant scale by requiring buildings to define the public street, like walls define a room and ensuring that balconies, porches, etc. provide articulation but do not destroy the delineation of the street.
- Ensure that buildings in commercial and mixed-use areas:
 - Provide roofs that appear primarily horizontal from the street by utilizing a parapet wall, or the like
 - Provide continuous storefronts along the sidewalk.
 - Prohibit parking lots adjacent to the street
 - Do not use clapboard, vinyl or hardiplank siding
 - Line up to form a continuous line of buildings